

**Subject:** Re: SFV Coalition of Governments - Mobility Summit  
**From:** John Walker <[john@thescbd.com](mailto:john@thescbd.com)>  
**Date:** 06/01/2018 11:55 AM  
**To:** Geoffrey Yazzetta <[geoffrey.yazzetta@lacity.org](mailto:geoffrey.yazzetta@lacity.org)>

Hi Geoffrey -

Yes, I will send this out.

Are you contacting the Neighborhood Council as well on this? Their new President wanted to have a meeting with me and is coming in next Monday (I presume to pick my brain). I'm not really sure how much more (if any) productive these people will be for our community but I would be hopeful that new leadership will add something.

John Walker  
Executive Director  
Studio City Business District  
4024 Radford Ave, Edit 2, Suite 8  
Studio City, Ca 91604  
Ofc: 818.655.5377  
Fax: 818.655.8327  
[john@thescbd.com](mailto:john@thescbd.com)  
[www.thescbd.com](http://www.thescbd.com)



On Jun 1, 2018, at 11:23 AM, Geoffrey Yazzetta  
<[geoffrey.yazzetta@lacity.org](mailto:geoffrey.yazzetta@lacity.org)> wrote:

Hi John,

Would you mind sharing this regional mobility workshop event with the business owners in Studio City? It is free to attend and is a great opportunity to provide input on the Valley's transportation priorities moving forward. The event is in Newhall, but it would be great if one or two business leaders from Studio City could attend - Metrolink will be giving free rides to those attending if they don't want to drive all the way out. The RSVP link is at the bottom.

Let me know if you have any questions!

### **2018 SFVCOG Mobility Workshop Program Overview**

This year, the SFVCOG's Mobility Workshop will focus on activating the SFVCOG Mobility Priorities. The program will be primarily interactive where we're asking attendees to roll up their sleeves, talk with others, and provide their input to advance the SFVCOG goals in addressing regional mobility issues.

The first workshop session of the morning will focus on the SFVCOG-adopted [Mobility Priorities](#) and how to advance them. After a brief explanation of the priorities, attendees will be asked to review them, determine what are the next steps to advance those priorities, and identify the influencers and decision-makers to advance them. This interactive session will place leaders from the various SFVCOG cities together to help determine which regional mobility priority supports that city's goals in the context of the region. At the conclusion of this session, each attendee will be asked to take on a specific aspect of advancing one of the current goals.

The second workshop session will be the start of the official process to refine the SFVCOG Mobility Priorities for 2019 and beyond. This will be kicked-off with insights from the USC Program for Environmental and Regional Equity (PERE), which is informing Metro's Equity Platform as they work to address the transportation needs of our region and LA County. Metro will also present information on their approach to equity as a way to inform this conversation about the SFVCOG's regional priorities. Attendees will be asked to identify those priorities that should be considered for inclusion in the SFVCOG's Mobility Priorities for 2019-20. Each table will complete and submit a priority form that will be considered by the SFVCOG Technical Advisory Committee, then to the SFVCOG Transportation Committee, and finally the SFVCOG Board.

The Workshop begins with a light breakfast and coffee at 8:30am with opening remarks following at 9am. The program will be completed by 12:30pm.

#### **Who Should Attend?**

Attendees should be cities officials and staff, neighborhood and community leaders, transportation experts, and business leaders. Every member jurisdiction should ensure to have a delegation present to provide input on this process.

#### **Event Location & Getting There:**

The Mobility Workshop will be held at the Newhall Community Center adjacent to the Newhall Metrolink Station in Santa Clarita. Metrolink is offering [free rides](#) for those attending the workshop by printing out their registration and using it as their Metrolink ticket.

#### **Registration:**

There is no cost to attend, but the program is designed based on those who RSVP. Please respond so we can plan accurately for the table conversations and room setup. Please register

by visiting <http://sfvcog.org/mobility-workshop-2018/>



**Geoff Yazzetta | Deputy District Director**  
LA City Councilmember Paul Krekorian, District 2  
Office: [818.755.7676](tel:818.755.7676)  
[www.paulkrekorian.org](http://www.paulkrekorian.org)